

PRINT ADVERTISING

PRICING IS FOR BOTH COLOR AND BLACK&WHITE

RATES	1xRate	2xRate	3xRate	4xRate	CLOSING DATES	Insertion Orders Due	Materials Due	Publication Date
Full page	\$4,481	\$4,302	\$4,122	\$3,943	Fall 2011	8/12/11	8/29/11	9/21/11
2/3 V	\$3,809	\$3,658	\$3,504	\$3,351	Winter 2012	11/11/11	11/28/11	12/21/11
1/2 V or H	\$3,360	\$3,225	\$3,091	\$2,956	Spring 2012	2/10/12	2/27/12	3/22/12
1/3 V	\$3,137	\$3,011	\$2,885	\$2,761	Summer 2012	5/11/12	5/28/12	6/21/12
Covers 2 or 3	\$5,376	\$5,161	\$4,945	\$4,733	Fall 2012	8/10/12	8/27/12	9/20/12
Cover 4	\$5,825	\$5,594	\$5,359	\$5,128	<ul style="list-style-type: none"> Fractional Insertion Orders due one week prior to above due date; materials due date is the same. 			
Spread	\$8,962	\$8,605	\$8,244	\$7,887				

AD SIZE REQUIREMENTS

Publication trim size: 8-3/8" x 10-13/16"
Bleed: 1/8"

Binding: Perfect Printing: 4-color (CMYK), 133-line screens. SWOP standards apply. All type and important details should be 1/4" from the trim on all four sides.

All sections	Inches	Picas	Millimeters
Full-page ad, bleed:	8-5/8" x 11-1/16"	51p9 x 66p4.5	219 x 281
Full-page ad, nonbleed:	7-1/4" x 9-1/4"	43p6 x 55p6	184 x 235
1/2 page ad, horizontal nonbleed:	7-1/4 x 4-1/2"	43p6 x 27p	184 x 114
Intelligence Section Only			
2/3 page ad, vertical nonbleed:	4-3/4" x 8-15/16"	28p6 x 53p7.5	121 x 227
1/3 page ad, vertical nonbleed:	2-1/4 x 8-15/16"	13p6 x 53p7.5	57 x 227
1/3 page ad, square nonbleed:	4-3/4" x 4-3/8"	28p6 x 26p3	121 x 11
Features Section Only			
1/2 page, vertical nonbleed:	3-1/2" x 9-1/4"	21p x 55p6	89 x 235
Spread			
Full-page Spread, bleed:	17-1/4" x 11-1/16"	102p6 x 66p4.5	431 x 281
The gutter size is .25" left and right of center. Please note a hinge score is added to publication.			



Custom Printing: Inserts and Ride-Alongs available upon request. Please contact Jinette Ramos at jinette@mit.edu for pricing.

AD SUBMISSION

FILE SUBMISSION

- PDFx1A files preferred, PDF and high-resolution Postscript files accepted.
- Native application files, DCS and Tiff-IT files are not accepted.
- No spot colors.
- Images must be CMYK with a resolution of 300 dpi.
- A digital contract proof for on-press color guidance is required. Proofs should include color bars and be made to SWOP specifications.

CONDITIONS

Agency or publishers discount: 15%. Payment is due 30 days after receipt of invoice. A signed insertion order is required to run all advertisements. Cancellations are not accepted after the closing date for insertion orders. If/when new advertising rates are announced, advertisers will be protected for three months at rates then prevailing. All advertising content is subject to approval by the Publisher.

MAILING INSTRUCTIONS

Insertion orders and digital files/ proofs should be sent to:

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